

Message Text

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TAGS: BEXP, GH

SUBJECT:GHANA COMMERCIAL ACTION PROGRAM FY 78

REF: ACCRA A-0003

1. THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) FOR GHANA (INCLUDING REPRESENTATIVES OF STATE/AF, STATE/EB, COMMERCE, AND USIA) HAS REVIEWED THE FY 78 COMMERCIAL ACTION PROGRAM FOR GHANA AND WISHES TO MAKE THE FOLLOWING COMMENTS.

2. DESPITE ECONOMIC DIFFICULTIES EXPERIENCED IN RECENT YEARS, GHANA REMAINS AN ATTRACTIVE MARKET FOR U.S. EXPORTERS. CONTINUED HIGH LEVELS OF COCOA PRICES SHOULD PROVIDE AN ADEQUATE SOURCE FOR INTERNATIONAL RESERVES IN 1978 WITH WHICH TO FINANCE INCREASED IMPORTS FROM THE UNITED STATES. GHANA'S INTERNATIONAL RESERVES INCREASED BY 56
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PERCENT BETWEEN DECEMBER 1976 AND DECEMBER 1977. U.S. EXPORTS TO GHANA INCREASED BY 9.3 PERCENT IN 1977.

3. WCAG BELIEVES CAP WOULD BENEFIT BY HENCEFORTH CONFINING THE DESCRIPTION OF THE GHANIAN ECONOMY AND U.S.-GHANAIAN COMMERCIAL RELATIONS TO A FEW PARAGRAPHS AND EXPANDING THE SECTION ON THE COMMERCIAL ACTION PROGRAM. IT WOULD BE

USEFUL, FOR EXAMPLE, TO LIST THE PRIORITY CATEGORIES OF PRODUCTS ON WHICH THE POST WILL CONCENTRATE ITS TRADE PROMOTION EFFORTS AND TO INDICATE THE SPECIFIC ACTIVITIES THE POST WILL UNDERTAKE TO PROMOTE SALES OF THE PRIORITY PRODUCT CATEGORIES CHOSEN. PRODUCTS FOR THE FORESTRY AND TIMBER INDUSTRIES AND AGRICULTURAL EQUIPMENT ARE OBVIOUS EXAMPLES SINCE THE POST IS PLANNING CATALOG SHOWS FOR THESE PRODUCTS DURING THE FISCAL YEAR. HEAVY CONSTRUCTION EQUIPMENT AND ELECTRICAL MACHINERY APPEAR TO BE OTHER CATEGORIES OF PRODUCTS FOR WHICH SALES POSSIBILITIES EXIST.

3. THE POSTS LAST CAP MENTIONED THE POSSIBILITY OF PUBLISHING A QUARTERLY COMMERCIAL NEWSLETTER. WCAG WOULD BE INTERESTED IN LEARNING PRESENT STATUS THIS PROJECT. VANCE

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